

**MEMPHIS LIGHT, GAS, AND WATER DIVISION**  
**Application for Pole-Mounted Banners**

Memphis Light, Gas and Water Division  
Electric Distribution Engineering, AB/01-437  
P.O. Box 430  
Memphis, TN 38101-0430  
(Deliveries at 220 South Main Street, 38103)  
(901) 528-4091 / (901) 528-4984 Fax

Application reference # : \_\_\_\_\_  
(Assigned by MLGW after approval)

**Applicant Information:**

Name of Organization: \_\_\_\_\_

Event: \_\_\_\_\_ Dates of Event: \_\_\_\_\_

Requested Banner Display Dates: \_\_\_\_\_

Name of Contact: \_\_\_\_\_ Telephone: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ Facsimile: \_\_\_\_\_

\_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Banner Installation Company: \_\_\_\_\_

Name of Contact: \_\_\_\_\_ Telephone: \_\_\_\_\_

*We understand and agree to the provisions of the policy stated on the reverse of this form.*

\_\_\_\_\_  
Signature of authorized agent of applicant      Date

**Approvals (in order):**

City Engineer: \_\_\_\_\_ Date: \_\_\_\_\_

Center City Commission: \_\_\_\_\_ Date: \_\_\_\_\_

MLGW: \_\_\_\_\_ Date: \_\_\_\_\_

**Attachment Request:**

Attach a marked-up map showing the requested display locations and pole numbers.  
(The pole number is embossed on a metal tag attached to each pole.)

# **Pole-Mounted Banner Policy**

## **1. Banner Displays**

- a. The design of banners must be approved by the municipalities prior to submission to MLGW.
- b. Banners within the Central Business Improvement District (CBID) require design approval by the Center City Commission. The boundaries of the CBID are shown on the map in Exhibit A.
- c. Only non-profit organizations and government agencies may display banners. However, banners promoting sporting events, cultural events, or festivals are allowed. Convention-related banners or those promoting a commercial exhibition may only be displayed at those locations contiguous to the facility which is being used for the special event.
- d. Banners may only be displayed from street light poles pre-designated by the City. They may not be displayed from MLGW utility poles. A list of available locations is maintained by MLGW.
- e. No more than 50 banners can be displayed simultaneously by any organization.
- f. Displays are limited to a maximum of thirty (30) days. However, "On-Site Banners" (those mounted on poles contiguous to property owned by the organization) may be displayed for up to six (6) months with a priority option to renew for an additional six (6) months.

## **2. Banner Design and Construction**

- a. Banners will not exceed 30" wide by 60" high. No "piggyback" banners are allowed.
- b. No commercial advertising will be permitted on banners other than credit given to sponsors. Such credit should include the wording "Sponsored by" and may include the sponsor's name, logo, or both. However the letters must be no more than 1" in height and the total space occupied by the credit may not exceed 5% of the total banner surface area.

## **3. Banner Installation and Removal**

- a. Refer to Exhibit B for details of attachment method and position.
- b. Banners must be installed and removed by an MLGW-approved contractor.
- c. Banners must be mounted using the "Banner Saver Pro 2000" bracket manufactured by Banner Prints, 210 East Whipple Avenue, Hackensack, MN 56452, (800) 950-4553, [www.bannersaver.com](http://www.bannersaver.com), or other wind-spilling bracket approved by MLGW.
- d. Banners must be maintained at all times in a safe and aesthetic manner. Banners which are torn, stretched, faded, raveling, or loose from their brackets must be replaced, repaired, or removed. Non-conforming or damaged banners must be corrected within twenty-four (24) hours' notice to the displaying organization or they will be removed by MLGW.

## **4. Fees and Insurance Requirements**

- a. The following fees must be submitted to MLGW at the time of application:
  - i. A \$50 application fee to cover the cost of processing the request.
  - ii. A \$55 deposit per pole. The deposit, less any expenses incurred by MLGW to remove the banners or to repair damage caused by the banners, will be refunded following an inspection at the conclusion of the display period.
  - iii. Pre-payment of the monthly lease fee as defined below.
- b. A lease fee of \$75 per pole for the first month of display. For "On-Site Banners", there is an additional lease fee of \$10 per pole for each additional month of display.
- c. Proof of adequate insurance coverage must be provided to MLGW at the time of application. The applicant shall carry insurance to protect MLGW against any and all claims, demands, actions, judgments, costs, expenses, and liabilities for damages to property and injury or death to persons which may arise, directly or indirectly, from the attachments requested, including payments made under any worker's compensation law or any plan for disability and death benefits. The amounts of such insurance are 1) Comprehensive General Liability of not less than one million dollars (\$1,000,000) combined single limit per occurrence and 2) Automobile Liability coverage of not less than one million dollars (\$1,000,000) combined single limit per occurrence. These policies may be in the name of either the requesting organization or an approved installation contractor. All insurance shall remain in force for the duration of the attachments and for the sixty (60) days following the removal date for the display.

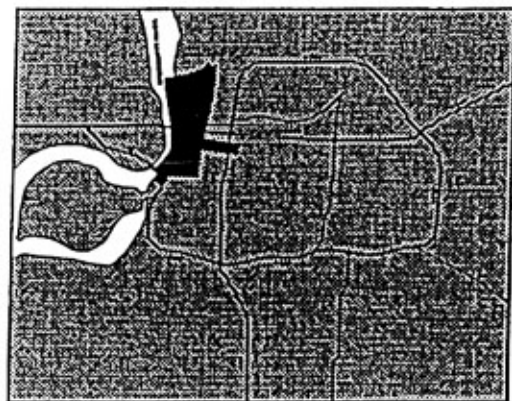
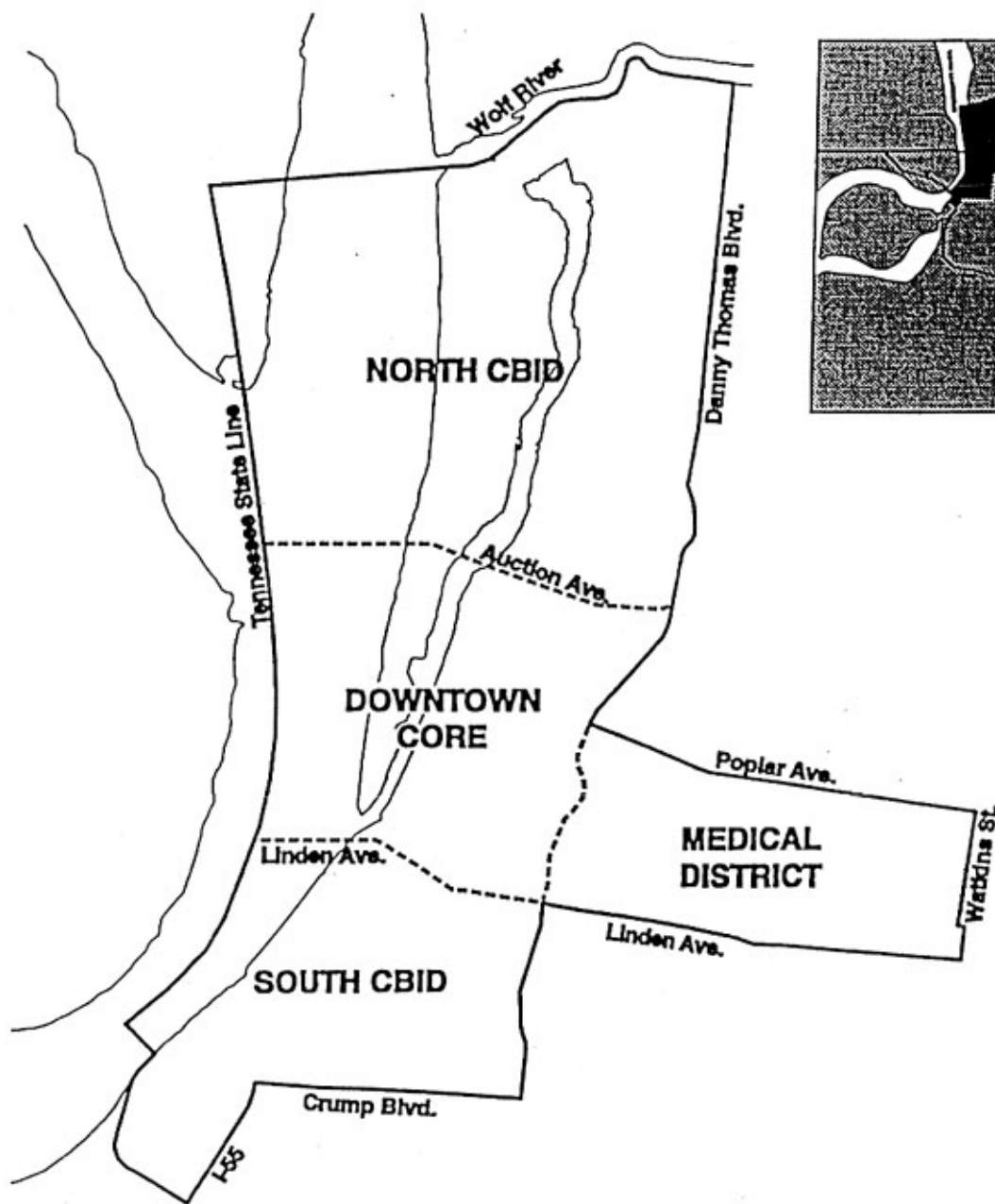


# Central Business Improvement District (CBID)

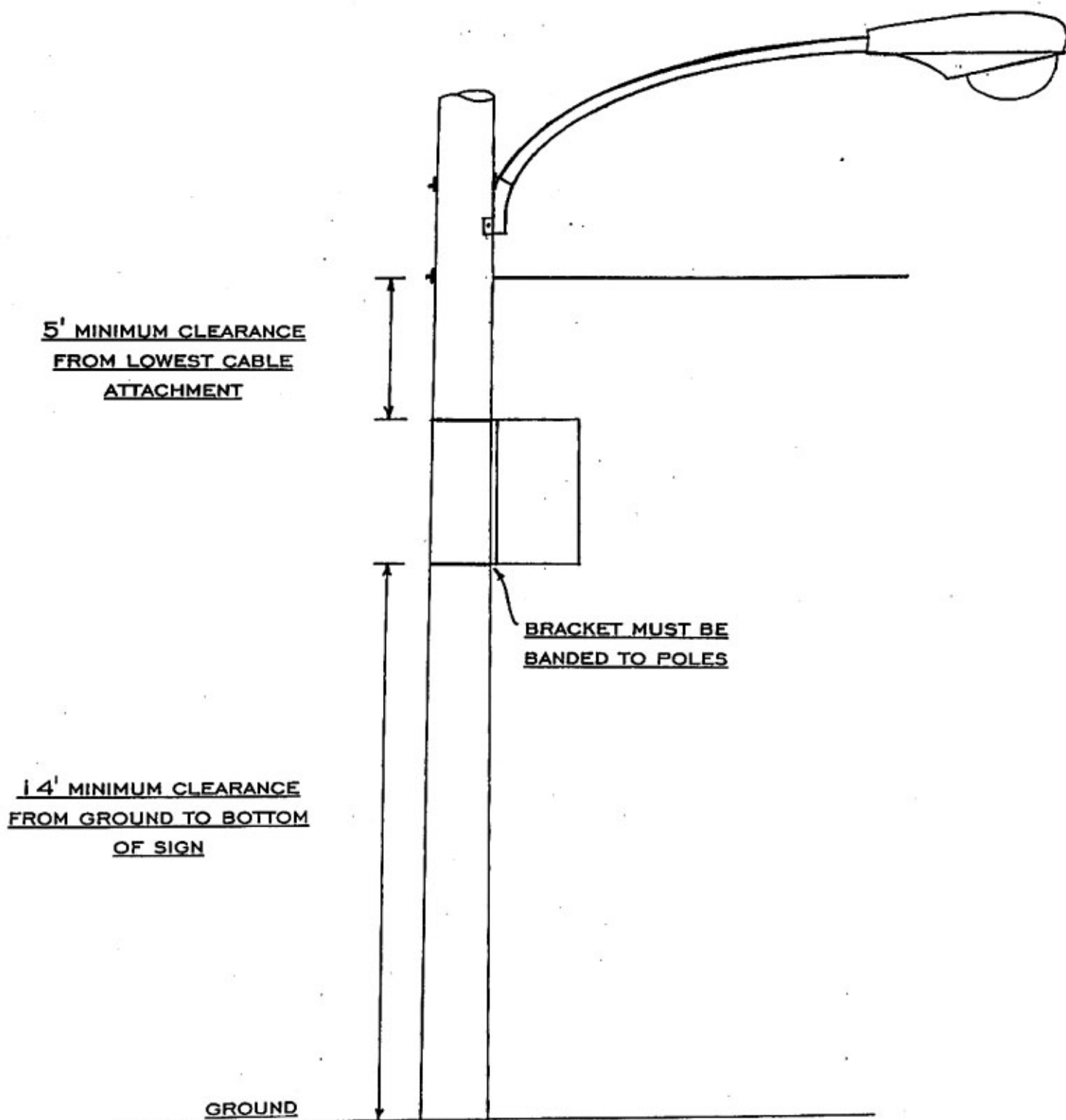
**Downtown...The New Memphis Marketplace!**

## CBID Boundaries

The Central Business Improvement District (CBID) boundaries extend from the Tennessee State Line on the west, eastward along I-55 and Crump Blvd. to Danny Thomas, north on Danny Thomas to Linden, east on Linden to Watkins, north on Watkins to Poplar, west on Poplar to Danny Thomas, north on Danny Thomas to the Wolf River, and west along the Wolf River to the Tennessee State Line.



INSTALLATION OF BANNERS



## **Memphis Light, Gas and Water Division's "How-To" for Banner Attachments**

1. Each municipality which allows banner displays in their town is provided with a supply of MLGW Pole-Mounted Banner Information Packets. This packet includes MLGW's "Application for Pole-Mounted Banners," the MLGW Pole-Mounted Banner Policy, and exhibits providing important information about the proposed display.

A Requester first contacts the municipality to obtain one of these packets, then submits the completed application and the design of the proposed banner to the municipality for review and approval. In some cases, the Memphis Center City Commission may also need to review and approve the banner design.

2. Once the municipality (and the Center City Commission, if applicable) has approved and signed the application, the Requester submits the application to MLGW along with the specified fees and deposit. A Certificate of Insurance for \$1 million general liability and \$1 million automobile liability must also be provided, along with a map showing desired locations and pole numbers. MLGW must received the information no later than sixty (60) days in advance of the proposed installation.
3. MLGW will review the requested locations for suitability and clearances. If satisfactory, MLGW will approve the Application and notify the Requester to proceed with the installation. An information copy will also be sent to the municipality notifying them of MLGW approval.
4. MLGW will inspect the banners following installation. The Requester must promptly remove any non-conforming banners, as well as any banners which may become damaged during the display period.
5. At the end of the display period, the Requester must promptly remove the banners. MLGW will make another inspection to insure that the banners have been removed.
6. MLGW will deduct the cost of any damage to its facilities caused by the Requester's banners, as well as any costs it might have incurred to remove any non-conforming or damaged banners. The balance of the deposit will then be returned to the Requester.